Retail SSO Guide

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Table of Contents

Objective 3

Retail SSO 3

Contacting Retail SSO 6

Email Templates 12

Additional Resources 15

Objective

This document explains the role of Retail Sales Support Operations (SSO) and how to partner with them when assisting the customer. It also provides correct procedure for submitting customer requests, ensuring that we set the correct expectations for our customer and fulfill their requests as quickly as possible.

Retail SSO

Overview

Retail Sales Support Operations (Retail SSO) is a team of sales support specialists who are exclusively dedicated to supporting Apple Retail Business.

Services & Benefits

Placing orders through SSO is one of the premier benefits of being a business customer. Consider the following when positioning the relationship between Retail Business and your customer:

Direct Shipment
Provides convenience and security by having a product delivered directly to the customer's location.

Full Product Catalog
Includes Configure-to-Order (CTO) devices, custom-engraved iPad and iPod devices, and volume orders for the customer.

Additional Payment Methods
Offers finance options, bank-to-bank transfer, and purchase orders for all products.

Post-Sales Support
Supports all business teams for any customer requests post-sale, including one-time buyers.

Setting Customer Expectations

Service Level Agreements (SLA) provides an estimate of the time it will take for a customer's request to be fulfilled. SLA is determined by a number of factors that vary by region, and these should be kept in mind when qualifying solutions and setting expectations with the customer. Email communication using the appropriate templates ensures that the SSO team is able to action all emails within 12 to 24 hours the majority of the time. If you have questions about your pending request's SLA performance, please connect with your leader.

The following factors can affect the timeline for your request:

Time Frame
How quickly does the customer need their equipment?

Desired Payment Type
Does SSO support it, and will it meet their desired time frame?

Product Availability
If SSO fulfillment does not fit the desired time frame, is the product available in-store?

> **Note**
> In-store pickups can now qualify for DEP (in applicable countries).
> For more information refer to the Device Enrollment Program in Apple CRM Guide on RetailMe.

Processing Time
Allow for account set ups, payment processing, credit card issues, and other occurrences commonplace with SSO orders.

Lead Time

For small quantity orders, check the online store for the estimated ship timeframe. For large quantity orders (10 units or greater), please refer to the table below:

Region	Procedure
AMR	Contact Retail SSO
EMEIA	Contact your Business Leader, who will partner with Engagement Team
APAC	Follow the Volume Order Expedite Process (guide available on RetailMe)

Manufacturing Time

Depending on product availability, certain products may be delayed because of high demand, requiring manufacturing before shipment. This is not something that SSO can control.

Transit Time

Product supply ships from where it is available. This is not something that SSO can control. For example, if a product is shipping from overseas, as is the case for CTO products, estimates for delivery are minimum 5-7 business days due to transit time.

> Depending on the complexity of the request, the response time may vary, as the SSO team may need to partner with other teams on your behalf, but should fall into the 12-24 hour timeframe.

Contacting Retail SSO

Email Communication Templates

It is essential that all customer requests are submitted to SSO via email using the templates provided in this guide. Email templates ensure that all necessary information is captured the first time and allows for the request to be processed as quickly as possible within the expected SLA (see *Email Templates* below).

Once a request is submitted, Retail SSO will generate a ticket number that can be used as a reference for all communication regarding a particular request. This prevents duplicate tickets being created from a single request.

> **Note**
> All SSO requests and communication must be submitted in English from the store's business email address with reference to the SSO ticket number.

Hours of Operation

The Retail SSO team is available by email Monday through Friday. Notices about special hours or periodic closings are posted on RetailMe.

AMR - retail_sso@apple.com (Available 7:00 a.m. to 7:00 p.m. CST M-F)

EMEIA - retail_sso_emeia@apple.com (Available 7:00am. to 7:00 p.m. M to F)

CN - japacbusiness@apple.com (Available 8:30 a.m. to 6 p.m. CST)

HK - hongkongbusiness@apple.com (Available 8:30 a.m. to 6 p.m. HKT)

JP - japanbusiness@apple.com (Available 8:00 a.m. to 6:00 p.m. JST)

AU - australiabusiness@apple.com (Available 7:30 a.m. to 5:30 p.m. AEDT)

SG - singaporebusiness@apple.com (Available 7:30 a.m. to 5:30 p.m. SGT)

Requests Can SSO Fulfill

- Apple Customer Number (SAP) creation, lookup, changes, or questions
- Duplicate invoice requests for orders tendered via credit card or wire transfer
- Return Merchandise Authorizations (RMA)
- Shipping/Billing inquiries
- Order changes and cancellations
- Time-sensitive shipping and delivery issues
- Contracts-related questions
- Custom Store requests (EMEIA-only)

Who to Contact for Other Requests

In many cases, a customer's request will fall within the responsibility of another team. You may contact these teams directly in these cases by following the instructions below. Global Store Support (GSS)

GSS offers support for policy and procedure related questions with no set escalation path. This team helps you escalate to the appropriate Market Support partner when it does not clearly sit with SSO, Engagement Team, IS&T, Accounts Receivable, Credit Team, or Master Data.

> **Note**
> For urgent matters, dial 504 from a Back-of-House phone to contact Global Store Support. For non-urgent situations, contact Global Store Support by shaking a RetailMe iPad or emailing storesupport@apple.com.

Engagement Team

The Engagement Team provides account alignment support for Retail Business and opportunity engagement review for qualified opportunities. Refer to the table below when you need to contact the Engagement Team:

Region	Procedure
AMR	Contact Engagement Team engagement_team@apple.com
EMEIA	Contact your Business Leader, who will partner with Engagement Team
APAC	Contact Engagement Team engagementgc@group.apple.com

The Engagement team will support you with issues pertaining to:

- Price Alignment
- Account Alignment (IB to RB)

Submit a Quote in Apple CRM using Manual Review (see *Apple CRM Guide*) when you need:

- Pricing requests/Price matching
- Ship-to-Store requests
- Promotional Gifting & Rewards
- EDU/Gov Opportunities
- New product introduction approvals when applicable

Information Systems & Technology (IS&T)

IS&T offers support for apps, devices, and services. The team is available to help diagnose issues with your desktop system or provide technical support with an application. Contact IS&T for system issues in areas such as:

- GCRM-Apple CRM, iRepair, MobileGenius
- SAP-CRM
- SAP Retail (PD3) - Cycle Counts, store-initiated transfers, etc.
- Retail Network Infrastructure at store level
- Retail Hardware/Software
- Email

Accounts Receivable

For any account statement requests, payment submission information, duplicative invoice request or account reconciliation inquiries choose the correct email address to send your query to from the list below.

> **Note**
> Please advise your customer to always reference their Apple Customer Number (SAP) in communications with Accounts Receivable.

AMR

- Invoice copies tendered via Purchase Order - AMR_ARrequest@apple.com (internal + customer-facing)
- Account statements, payment submission information, and account reconciliation inquiries - AppleRetailAR@apple.com (customer-facing only)

EMEIA

Country	Email Address to Contact
Turkey	turkey.collection@apple.com
Netherlands	benelux.collection@apple.com
Sweden	nordic.collection@apple.com
Switzerland	dach.collection@apple.com
Spain	spainretail.collection@apple.com
Italy	italyretail.collection@apple.com
Germany	dach.collection@apple.com
France	france.collection@apple.com
United Kingdom	ukretail.collection@apple.com
Belgium	belgiumretail.collection@apple.com

APAC

For all correspondence please reach out to cn_orelease@apple.com.

Credit Team

To request a credit uplift refer to the table below to learn how this can be requested:

Region	Procedure
AMR	Contact AMRcredit@apple.com. For appeals of credit uplift decisions or declined application inquiries, contact creditinquiries@apple.com.
EMEIA	When you submit a credit uplift request to SSO, they will send this to our credit team on your behalf. That team will review the request and notify you by email to advise of the request outcome.
APAC	Contact CHINA_SCL@group.apple.com.

Master Data Team

Please refer to the *Apple CRM User Guide* for processes related to Master Data.

Email Templates

From the appropriate below process, click the link for your country where applicable to generate the correct email template to contact Retail SSO (or other relevant team):

Process	Description	Applicable Countries (Utilize link for respective market)
Order Change	Inquiries related to changing orders placed via SSO.	US, CA, MX, EMEIA
Order Cancellation	Inquiries related to direct ship orders through SSO.	US, CA, MX, EMEIA
Return Request	Inquiries related to direct ship orders through SSO.	US, CA, MX, EMEIA
Invoice Request/ Query	For customers requesting a duplicate invoice for direct ship orders through SSO.	US, CA, MX, EMEIA
Order Acknowledgement Resend	Inquiries related to direct ship orders through SSO.	US, CA, MX
Prepaid Account Setup	A Prepaid Sold-To is ideal for solutions that require an Apple Customer Number (DEP, Custom Online Store, Electronic Invoicing, etc.) but do not need a Terms Account credit limit or prefer to utilize a prepaid tender type (Wire Transfer, Credit Card).	EMEIA *US/CA Refer to Account Start-Up Guide
Custom Store Account Update	Requests to have something changed on an existing Custom Store. For example, user change or a role change for an existing user.	EMEIA *US/CA Refer to Account Start-Up Guide

Custom Store User Query	For any issues your customer may be experiencing on their Custom Store, eg. login difficulties.	EMEIA
SAP Sold-To Account Query	General queries regarding a SAP Sold-To account.	US, CA, MX, EMEIA
SAP Sold-To Account Change	For requests to make changes on an existing SAP account, eg. address change, credit limit increase.	US, CA, MX, EMEIA
SAP Sold-To Service Account Setup	For requests to establish a service terms account for an existing customer.	US, CA
Refurb Request	For customers who wish to purchase refurbished product.	EMEIA
Logistics / Delivery Issue	For any queries related to delivery of product.	EMEIA
VOT Request	Customers who require a multi-ship/multi-destination delivery service for their order.	EMEIA
Volume License Request	Use when requesting Volume Licenses be resent.	US, CA, MX
Serial/IMEI/ICCID Request	For serial, IMEI, and ICCID information for previous orders.	US, CA, MX
POS Funds Approval	Use when verifying availability of Terms Account funds for in-store POS transactions.	US, CA, MX
Third Party Lease Account Creation	Use when requesting new lease account setup.	US, CA
Wire Transfer Payment Status	Use when validating funds have been received by Apple following a customers payment via Wire Transfer.	US, CA

Check/Cash Payment Status	Use when validating funds have been received by Apple following a customers payment via Check or Cash.	US, CA

Additional Resources

Account Startup Guide (US/CA Only)

Apple CRM User Guide

Device Enrollment Program in Apple CRM Guide (DEP Eligible Countries Only)

Apple Financial Services Process Guide

Custom Store Guide

Customer Accounts Guide